



The Persona C15 and Persona C25 Desktop Card Printers

Print some
personality
into your
cards with
Persona!

High-performance, economical card printers for your growing needs.

Let the Persona® C15 (single-sided printing) or C25 (dual-sided printing) handle your next demanding print run. These robust, affordable printers give you great-looking, high-resolution cards for an entire spectrum of personalized applications.

Fast, on-demand personalization

Both models feature built-in RAM, so your system can process information while still printing cards. An easy-to-use software driver makes printing a snap. Plus, the LCD display provides instant notification of status and diagnostics. An input capacity of up to 100 cards means you'll have longer, uninterrupted batch printing.

Brilliant color through thick and thin

Each model utilizes an advanced dye-sublimation technology to create brilliant, full-color and one-color cards. Persona printers give you the ability to print edge-to-edge, photo-quality color on a variety of card thicknesses and sizes — from standard ID cards up to CR-90-sized badges.

Smart and secure options

An ISO magnetic stripe module can be added for security and access functionality. Smart card encoding is available for multi-purpose uses including time and attendance, cafeteria, vending, restricted access, and much more.

Print some personality into your cards with Persona!

Persona C15 and C25 Specifications Overview

Print Speed

C15: 35 seconds per card (YMCKO)
8 seconds per card (K)

C25: 30 seconds per card (YMCKO)
6 seconds per card (K)

Print Resolution and Colors

300 dpi (11.8 dots/mm)
Up to 16.7 million colors

Print Method

Photo-quality dye-sublimation/
Resin thermal transfer

Print Applications

Text, logos, bar codes, signatures
and photos in full color

Persona C15 and C25

DESKTOP CARD PRINTER SPECIFICATIONS

Print Method:	Dye-Sublimation / Resin Thermal Transfer
Resolution:	300 dpi (11.8 dots / mm)
Colors:	Up to 16.7 million
Print Ribbon Options:	C15 / C25: Full color with resin black, YMCKO* Dye-sublimation black, BO* Resin black, green, blue, red, white, silver, gold and scratch-off C25: Full color with two resin black panels, YMCKOK*
Print Speed:**	C25: 6 seconds per card / 600 cards per hour (K)* C15: 8 seconds per card / 450 cards per hour (K)* C25: 30 seconds per card / 120 cards per hour (YMCKO)* C15: 35 seconds per card / 102 cards per hour (YMCKO)*
Accepted Standard Card Sizes:	C25/C15: CR-80 (3.375"L x 2.125"W / 85.6mmL x 54mmW) C15: CR-90 (3.63"L x 2.37"W / 92mmL x 60mmW)
Maximum Print Area:	3.37"L x 2.14"W / 85.5mmL x 54.5mmW (edge-to-edge printing is available on CR-80 cards only)
Maximum Accepted Card Width Range:	C25: CR-80 only C15: 2.1" to 2.63" / 53mm to 67mm
Maximum Accepted Card Length Range:	C25: CR-80 only C15: 3.25" to 3.625" / 82mm to 92mm
Accepted Card Thickness:	C25: .010" to .030" / .254mm to .76mm C15: .010" to .060" / .254mm to 1.5mm
Card Types:	PVC or polyester cards with polished PVC finish; monochrome resin required for straight polyester
Card Capacity:	100 PVC cards (.030"), 300 PVC cards (.010"); auto or manual feed
Display:	LCD display shows printer status and diagnostic error prompts
Software Drivers:	Windows® 3.1x and Windows 95/98, Windows NT and Macintosh® (C15 only)
Interface:	Standard 8-bit Centronics-type parallel (ECP compatible) or Macintosh serial (C15 only); network compatible
Operating Temperature:	65° to 80° F / 18° to 27° C
Humidity:	20-80% non-condensing
Dimensions:	C25: 9.05"H x 17.43"W x 10.94"D 229mmH x 442mmW x 278mmD C15: 8.4"H x 13.6"W x 12.7"D 213mmH x 345mmW x 323mmD
Weight:	C25: 26 lbs. / 11.8 kg C15: 16.3 lbs. / 7.4 kg
Agency Listings:	Safety: UL 1950, CSA C2.2 and TÜV-GS (IEC-950) Emissions: FCC Class B, CRC c1374, Class B and TÜV-EMC (IEC-801 -2, -3, -4; CISPR 22, Class B), CE
Supply Voltage:	100-240 VAC, 2A
Supply Frequency:	50 Hz / 60 Hz
Warranty:	Printer – One year Printhead – One year or unlimited-pass usage-allowance with UltraCard™ cards (whichever comes first)
Options:	•ISO Magnetic Stripe Encoding Module, dual high- and low-coercivity, Tracks 1, 2, and 3 •Smart Card Encoding Contact Station •USB Interface Cable (Windows 98/2000 only) •Ethernet Interface Adapter (Windows only; used for stand-alone networking of printers.)

* Indicates the ribbon type and the number of ribbon panels being printed where Y=Yellow, M=Magenta, C=Cyan, K=Resin Black, B=Dye-Sub Black and O=Overlay

** Print speed is measured from the time a card feeds into the printer to the time it ejects from the printer. Print speeds do not include the time needed for the PC to process the image. Process time is dependent on the size of the file, the CPU, amount of RAM and the amount of available resources at the time of print.

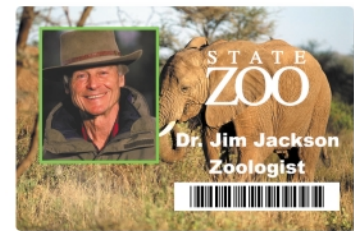
SL1165-REV0107

Print some personality into
your cards with Persona!



Corporate

- employee ID badges
- visitor badges
- access control badges
- CPU access cards
- parking access cards
- business cards
- calendar cards
- inventory control cards
- trade show promotions
- cafeteria payments



Memberships

- membership cards
- access control badges
- VIP cards
- certification cards



Customer Loyalty

- discount cards
- loyalty cards
- phone cards
- VIP cards
- frequent user program
- charge cards



Education

- student ID badges
- cafeteria payments
- library checkout
- activity passes
- equipment checkout
- bus verification
- nurse's office files
- booster club cards
- class trip identification
- pocket-size schedules

PERSONA®

Avant Incorporated 230 Bemis Road Fitchburg, MA 01420
1-800-459-5636 Phone: (978)345-8200 24 Hour Fax: (978)345-8282
www.avantinc.com info@avantinc.com

This data sheet is for informational purposes only. FARGO Electronics makes no warranties, expressed or implied, in this summary. Company and product names and data used in sample output are fictitious. Specifications are subject to change without notice. FARGO is a registered trademark of FARGO Electronics, Incorporated. All other trademarks and registered trademarks are property of their respective companies. This is not an offer of sale.

© 2001, FARGO Electronics, Incorporated. All rights reserved.